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Enterprise Site

(1A) NCI Enterprise Logo:

![NIH NATIONAL CANCER INSTITUTE](image)

Divisions, Offices and Centers (DOC) Sites

(1B) DCEG Logo:

![NIH NATIONAL CANCER INSTITUTE Division of Cancer Epidemiology & Genetics](image)

For the complete set of logo standards, see the NCI Branding and Logo Use Guidelines: [https://mynci.cancer.gov/topics/nci-branding-logo-use-templates](https://mynci.cancer.gov/topics/nci-branding-logo-use-templates)
All NCI DOC websites and web applications should follow the website header and footer guidelines pictured above (fig 2A). The NCI Logo Guide can be accessed at https://mynci.cancer.gov/topics/nci-branding-and-logo-use-guide.
The NCI color palette consists of a primary palette (fig 3A) and a secondary palette (fig 3B). The primary palette are the colors most used on NCI sites and the secondary palette are accent colors used for buttons, etc. The NCI extended palette (fig 3C) contains the various shades and tints from the NCI palette. Always check color contrast to comply with section 508 requirements: http://webaim.org/resources/contrastchecker/
Fig 4A is a detailed listing of all typefaces used on Cancer.gov. Most notably, Montserrat Bold is used for headers and Noto Sans Regular is used for body text.

The basic headings are listed in fig 4B. Other NCI heading styles can be seen on page 6.
Explore Visuals Online, NCI’s public library of images: https://visualsonline.cancer.gov/

Detailed image guidelines and Drupal user guide can be found at https://mynci.cancer.gov/topics/percussion-image-global-glo-images

The cropping tool for image content types within Drupal can be utilized to create all necessary crops. Images uploaded to the tool should be at least 610px wide to span full width of the page at the largest mobile breakpoint. If the image is intended to be centered on the page at 75%, then it must be at least 675px wide and if it intended to be centered at 100%, then it must be 900px wide. Do not upload files over 10MB.

**Article image:** The image that appears on the page when selected as lead image for the page or placed inline through the WYSIWYG. When the image is selected as lead image for the page it will appear in the standard top right position at 40% of the page width and be used for lists, cards, and social media sharing. If a different image is intended to be used in lists, cards, and social media sharing, then that image must be uploaded to the promotional image field on the page. The templates featured in figure 5A are available when the image is inserted inline through the WYSIWYG onto the page.
(6A) Table Styles:

Cartilage Use in Cancer Treatment: Clinical Studies With Therapeutic Endpoints\(^a,b\)

<table>
<thead>
<tr>
<th>Reference Citation(s)</th>
<th>Type(s) of Study</th>
<th>Type(s) of Cancer</th>
<th>Cartilage Product (Source)</th>
<th>No. of Patients Treated: Control</th>
<th>Strongest Benefit Reported(^a)</th>
<th>Concurrent Therapy(^b)</th>
<th>Level of Evidence Score(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>[8]</td>
<td>Phase III randomized, placebo-controlled, double-blind trial [2 arms]</td>
<td>Breast and colorectal</td>
<td>BeniFin (shark)</td>
<td>42-41</td>
<td>No statistically significant difference</td>
<td>No</td>
<td>1(^a)</td>
</tr>
<tr>
<td>[21]</td>
<td>Randomized controlled phase III trial</td>
<td>NSCLC</td>
<td>AE-941 (shark)</td>
<td>188, 191</td>
<td>None</td>
<td>Carboplatin and vincristine, cisplatin and paclitaxel</td>
<td>1A</td>
</tr>
</tbody>
</table>

(6B) Button Styles:

(6C) Icon Styles:

(6D) Accordion Styles:

General Information About Adult Acute Lymphoblastic Leukemia

Stages of Adult Acute Lymphoblastic Leukemia

Recurrent Adult Acute Lymphoblastic Leukemia

Treatment Option Overview

Treatment Options for Adult Acute Lymphoblastic Leukemia

To Learn More About Adult Acute Lymphoblastic Leukemia

About This PDQ Summary

**Mobile Expand/Collapse Menus**

<table>
<thead>
<tr>
<th>Specific Row Type</th>
<th>Row Background Color</th>
<th>Plus Button Background</th>
<th>Minus Button Background</th>
<th>Plus Icon</th>
<th>Minus Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic Accordion Odd Rows</td>
<td>#bcdf2</td>
<td>#86f4db</td>
<td>#FFFFFF</td>
<td>#FFFFFF</td>
<td>#86f4db</td>
</tr>
<tr>
<td>Generic Accordion Even Rows</td>
<td>#dbf4f6</td>
<td>#b2dcdf</td>
<td>#FFFFFF</td>
<td>#FFFFFF</td>
<td>#b2dcdf</td>
</tr>
</tbody>
</table>

Fig 6A: Tables can have any number of columns and rows. A saturated blue background and bold text are used to differentiate the header row.

Fig 6B: NCI buttons give an opportunity to use colors from the NCI secondary palette.

Fig 6C: NCI icons are flat (two-dimensional); the most simplified rendering of an icon, making them easily recognizable. Good sources for icons that follow this style are flaticon.com and thenounproject.com.

Fig 6D: NCI accordions use alternating color backgrounds to differentiate the various rows from one another.
(7A) Social Media Logo:

The Social Media (fig 7A) logos all follow the same square format but come in a number of specific sizes based on the requirements of the individual social media systems. There are Spanish language versions of the Social Media Logos as well for use where NCI has a Spanish language social media presence.

Social media photo guidance: http://sproutsocial.com/insights/social-media-image-sizes-guide/
Factoids and infographics

Factoid size: at least 360px wide

If the graphic is not legible on the page at this size, a larger size will need to be provided and can be served up as the “enlarge” image.

Factoids include a dotted outline with a weight of 4pt and an 8pt gap. The outline should stand alone, never overlapping other elements of the factoid and should be rectangular (no rounded corners).

Infographic size: at least 1200px wide

Site the source of the information at the bottom right of the factoid or infographic in DIN condensed bold #b2b2b2. Include the NCI web address.

Typefaces used specifically for NCI factoids and infographics are DIN and Museo. DIN is the primary typeface family that should be used for titles, descriptions and labels. Museo 700 should be used more sparingly than DIN as a secondary typeface. It is mainly reserved for numerals. Both fonts are available for free download online.

Factoids (fig 8A)
A factoid is a graphic that illustrates one statistic.

Infographics (fig 8B)
Infographics are graphics that illustrate many statistics. Effective infographics use data to tell a visual story.

(8A) Factoid:

(8B) Infographic: